Permit #S00041481

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00041481 **Type of Permit:** STILL **Release Date:** 06/30/2011

Production Company	RANDY SCHWARTZ PHOTOGRAPHY
Insured Company Name	RANDY SCHWARTZ PHOTOGRAPHY
Contact Phone No. 1	310-739-7644
Contact Phone No. 2	
Fax	
Address	2675 SKYPARK DR TORRANCE, California 90505
Production Title	PURINA
Type of Production	Still Photo

Producer	Casey Coleman
Director	Randy Schwartz
1st AD	Chris Rady
Production Manager	Casey Coleman
FilmL.A. Coordinator	Naomi Kajiyama
Location Manager	Casey Coleman
Primary Phone	Mobile - 310-739-7644
Secondary Phone	
Location Assistant	Stu Coleman
Primary Phone	Mobile - 323-314-2963
Secondary Phone	

Fees

FILMLA STILL APPLICATION FEE	$60.00
LA COUNTY - STILL USE FEE - BEACHES	$100.00

Total Permit Fee $160.00

Number of Locations 1

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Summary Information — Location

Permit Number	S00041481	**Location Manager**	Casey Coleman
Production Company	RANDY SCHWARTZ PHOTOGRAPHY	Primary Phone	Mobile - 310-739-7644
Insured Company	RANDY SCHWARTZ PHOTOGRAPHY	Secondary Phone	
Production Title	PURINA		

Location Address 1700 Esplanade, Redondo Beach, CA, 90277

Location Name REDONDO BEACH

Location Type Beach

Location Description REDONDO BEACH / LOS ANGELES COUNTY BEACH

Film Dates 7/6/2011 - 7/6/2011 09:00 - 11:30 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document BEACHES and HARBORS REDONDO BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	2
Crew	10

Filming Activities Equipment on sand; Exterior establishing shots; Exterior models against scenery; Dog;

Special Effects: F/X Permit # NA

Type	No. Times Per Day	No. Takes Per Take

Description of F/X Scene: NA

Jurisdiction **Political:** Los Angeles County - Supervisor District 4 **Police:** California Highway Patrol **Fire:** Redondo Beach Fire Department

Thomas Guide **Page:** 762 **Grid:** H6

Location Notes DUAL PERMIT REQUIRED WITH THE CITY OF REDONDO BEACH.

RESERVATIONS MUST BE MADE FOR THIS LOCATION THROUGH FILML.A.

NO PARKING, BLOCKING OR STAGING IN HANDICAP SPACES, METERS, ELECTRIC CHARGING STATIONS OR PAY AND DISPLAY MACHINES.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Marisol Camey

Coordinator Note No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit.
All dogs must remain on leashes and off sand when not filming.

Coordinator Note SHOOTING NEAR AVE A & AVE C TOWERS
No water activity

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Summary Information — Location

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Insured Company	RANDY SCHWARTZ PHOTOGRAPHY	Secondary Phone	
Production Title	PURINA		

Coordinator Note All equipment must be hand carted to beach

Coordinator Note Production must clean up after dog feces immediately and discard of any sand effected

Parking

Base Camp
Location Type : Other Location
216 Ave G, Redondo Beach, CA, 90277

Crew Parking
Location Type : Other Location
216 Ave G, Redondo Beach, CA, 90277

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Special Filming Conditions for Los Angeles County Beaches

REDONDO BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND.**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **All equipment must be 10 feet from bike path**
- **Companies must fly cables over bike path.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Dual permit required with the City of Redondo Beach**

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